



WTVD-TV DURHAM
411 LIBERTY STREET
DURHAM NC 27701

Acknowledgment of Agreement Between WTVD-TV DURHAM and

DATE: 10-02-2012 PAGE: 1 of 3

INNOVATIVE ADVERTISING INC. - 11360
ATTN: HEIDI GUERRA
4250 HWY 22, SUITE 7
MANDEVILLE LA 70471

Contract No 401153	Contract Dt 10-01-2012	Revision Dt	Rev# 0	Advertiser CHAD BAREFOOT CAMPAIGN	Brand CHAD BAREFOOT CAMPAIGN SD 18	Product Code POLITICALS	Station/Market WTVD - DURHAM
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Agency Est# 989	CMS # 245508	Sales Office PHILADELPHIA	Account Executive A. CLIFFORD	Start Date 10-01-2012	End Date 10-15-2012	Billing M (Broadcast Month, Cycle 1)	Package N	Contract Title 245508
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Line	Start Date	End Date	Time Period	Description	RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
Agency CPE: E : 989																	
1	10-01-2012	10-07-2012	07:00AM - 09:00AM	GOOD MORNING AMERICA (MONDAY-FRIDAY) (83	2	30		X	X	X	X			3	500	3	1,500.00
2	10-08-2012	10-14-2012	07:00AM - 09:00AM	GOOD MORNING AMERICA (MONDAY-FRIDAY) (83	2	30	X	X	X	X	X			4	500	4	2,000.00
3	10-15-2012	10-15-2012	07:00AM - 09:00AM	GOOD MORNING AMERICA (MONDAY-FRIDAY) (83	2	30	X							1	500	1	500.00
4	10-01-2012	10-07-2012	07:00AM - 08:00AM	EYEWITNESS NEWS SATURDAY AT 7AM (2408)	2	30						X		1	250	1	250.00
5	10-08-2012	10-14-2012	07:00AM - 08:00AM	EYEWITNESS NEWS SATURDAY AT 7AM (2408)	2	30						X		1	250	1	250.00
6	10-01-2012	10-07-2012	07:00AM - 08:00AM	EYEWITNESS NEWS SUN 7-8A (820)	2	30							X	1	150	1	150.00
7	10-08-2012	10-14-2012	07:00AM - 08:00AM	EYEWITNESS NEWS SUN 7-8A (820)	2	30							X	1	150	1	150.00
8	10-01-2012	10-07-2012	10:00AM - 11:00AM	RACHEL RAY (MONDAY-FRIDAY) (851)	2	30		X	X	X	X			3	200	3	600.00
9	10-08-2012	10-14-2012	10:00AM - 11:00AM	RACHEL RAY (MONDAY-FRIDAY) (851)	2	30	X	X	X	X	X			4	200	4	800.00
10	10-15-2012	10-15-2012	10:00AM - 11:00AM	RACHEL RAY (MONDAY-FRIDAY) (851)	2	30	X							1	200	1	200.00
11	10-01-2012	10-07-2012	12:00PM - 12:30PM	EYEWITNESS NEWS AT NOON(MONDAY-FRIDAY)	2	30		X	X	X	X			3	250	3	750.00
12	10-08-2012	10-14-2012	12:00PM - 12:30PM	EYEWITNESS NEWS AT NOON(MONDAY-FRIDAY)	2	30	X	X	X	X	X			4	250	4	1,000.00
13	10-15-2012	10-15-2012	12:00PM - 12:30PM	EYEWITNESS NEWS AT NOON(MONDAY-FRIDAY)	2	30	X							1	250	1	250.00
14	10-08-2012	10-14-2012	08:00PM - 10:00PM	MONDAY PRIME 8-10P (795)	2	30	X							1	4,000	1	4,000.00
----- ITEM LINE NOTE ----- DWTS 2																	

This agreement is subject to the terms and conditions indicated above.

Margin Indicators: A=Added Line, R=Revised Line, D=Deleted Line, M=New Makegood Activity, CM=Combined Makegood



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15	10-15-2012	10-15-2012	08:00PM - 10:00PM	MONDAY PRIME 8-10P (795)				2	30	X							1	4,000	1	4,000.00
			----- ITEM LINE NOTE ----- DWTS 2																	
16	10-01-2012	10-07-2012	09:00PM - 10:00PM	TUES PRIME 9-10P (811)				2	30		X						1	4,000	1	4,000.00
			----- ITEM LINE NOTE ----- DWTS 2																	
17	10-08-2012	10-14-2012	09:00PM - 10:00PM	TUES PRIME 9-10P (811)				2	30		X						1	4,000	1	4,000.00
			----- ITEM LINE NOTE ----- DWTS 2																	
18	10-01-2012	10-07-2012	11:00PM - 11:35PM	EYEWITNESS NEWS AT 11PM (MONDAY-SUNDAY				2	30		X	X	X	X	X	X	3	750	3	2,250.00
19	10-08-2012	10-14-2012	11:00PM - 11:35PM	EYEWITNESS NEWS AT 11PM (MONDAY-SUNDAY				2	30	X	X	X	X	X	X	X	3	750	3	2,250.00
20	10-15-2012	10-15-2012	11:00PM - 11:35PM	EYEWITNESS NEWS AT 11PM (MONDAY-SUNDAY				2	30	X							1	750	1	750.00
21	10-01-2012	10-07-2012	03:30PM - 07:00PM	COLLEGE FOOTBALL 330-7PM (848)				3	30						X		1	1,400	1	1,400.00
22	10-08-2012	10-14-2012	03:30PM - 07:00PM	COLLEGE FOOTBALL 330-7PM (848)				3	30						X		1	1,400	1	1,400.00
23	10-01-2012	10-07-2012	07:00PM - 07:30PM	JEOPARDY - SAT 7-730PM (899)				2	30						X		1	500	1	500.00
																	Contracted Gross Total:		42	32,950.00
																	Actual Gross Total:		42	32,950.00
																	Agency Commission:			4,942.50
																	Net Total:			28,007.50

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			Agency CPE: E : 989																	
Month/YR		Preempted		Made Good		Contract Total		Adjustments							Actual Total					
Oct 12		0.00		0.00		32,950.00		0.00							32,950.00					
TOTAL		0.00		0.00		32,950.00		0.00							32,950.00					

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